

**Development Committee
Advancement Analysis
March 2, 2017**

Campaign Report:

Campaign Gala Total: March 2016	\$25,421,784
Campaign Total: February 7, 2017	\$28,955,971

Total Gift and Pledge Report:

10/1/2016-1/31/2017 Fundraising Activity	\$4,222,665
FYE 2015-2016 Fundraising Activity	\$7,565,225

Alumni Records:

Number of Alumni	45,776
Number of Alumni with mailable addresses	33,502
Number of Alumni with Alabama addresses	23,573
Number of Alumni with Tennessee addresses	3,502
Number of Alumni with Mississippi addresses	1,596

Alumni Giving Comparison			
University of North Alabama	Alumni of Record	Alumni Donors	Participation Rate
2015-2016	33,502	1,661	4.96%
2014-2015	29,074	1,369	4.71%
2013-2014	27,949	1,195	4.28%

*Calendar Year Comparison

Unrestricted Gift Report:

	Total Gift Amount	Number of Donors
10/01/2016-01/31/2017	\$266,128	538
FY 2015-2016:	\$315,534	1,716
FY 2014-2015:	\$320,161	1,631

*Excludes pledges and in-kind gifts

*Includes 1830 Annual Fund and Derby Day

President's Cabinet*:

	Number of Members
2016	101
2015	95
2014	79
2013	66

*Calendar Year

02/21/2017

Derby Day Event:

	Net Income
Derby Day 2016	\$66,654
Derby Day 2015	\$87,677
Derby Day 2014	\$50,414
Derby Day 2013	\$40,139

